

JOHN'S, Apopka, Florida

Send me the 110 plants, for only \$32, on the basis of your special offer.

Signed _____

Librarian
U.S. Dept of Agriculture
Washington 25, D. C.

IF ABOVE NAME AND ADDRESS
ARE NOT CORRECT, PLEASE INDI-
CATE ON THIS CARD ANY CHANGE
YOU WISH US TO MAKE.

John's
PLANTS SEEDS BULBS
APOPKA · FLORIDA

*For Sales
prior to
Easter
April 18 !
↓*

WHAT IS THIS WORTH TO YOU?

- Gardenias in Bud & Bloom
- Colorful Caladium Plants & Bulbs
- New Tropical Brazilian Philodendron
- and other Evergreen Foliage Plants

110 Plants

\$32.00

!!(((Let me send you \$32 worth of plants, of my selection, with the understanding that in 30 DAYS YOU ARE ONLY TO PAY ME THE AMOUNT YOU THINK THEY ARE WORTH.)))!!

I feel that my plants will sell themselves, and instead of spending money on advertising I would rather send you the plants and let you be the judge.

If you know of a fairer or more sensible idea than this, I would like to know about it.

Your shipment will go forward express collect from here, and you will be out only the express charges as I will carry the risk on the thirty-two bucks worth.

Your acceptance on the enclosed card will be given immediate attention.

Might I hear from you?

Sincerely,
JOHN'S

John

P.S. Additional items ordered with this special offer and all future orders will be on an outright sale basis.

Postage
Will be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT No. 4, Sec. 34.9 P.L.&R. APOPKA, FLORIDA

John's

APOPKA, FLORIDA

- Gardenias in Bud & Bloom
 - Colorful Caladium Plants & Bulbs
 - New Tropical Brazilian Philodendron
 - and other Evergreen Foliage Plants
- 110 Plants \$32⁰⁰

Women want and need these indoor
growing moderate priced year around
evergreen foliage plants!

Proof?

Ask your mother - your wife - ask
your secretary!

Men are not fully aware of the
woman's point of view and lose
thousands of dollars a year in sales
and profits!

Before you decide on the offer
(on reverse side) I dare you to
ask one woman!

John's

P.S. I dare you to!